

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Kamfu WONG et al.

U.S. Serial No.: 10/585,225

Filing Date: June 30, 2006

Title: METHOD AND SYSTEM FOR  
PERSONALIZED AND LOCALIZED  
T.V. AD DELIVERY

Examiner: Aklil M. Tesfaye

Art Unit: 2423

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 C.F.R. 1.116**

Sir:

In reply to the Final Office Action mailed February 1, 2011, please amend this application as follows:

**Amendments** to the claims begin on page 2.

**Comments** begin on page 10.